



## ROUND ROCK, TEXAS

PURPOSE. PASSION. PROSPERITY.

### Summer reading programs build strong communities—will you help?

Student reading over the summer has positive educational, social, and economic outcomes for communities. (*See the research at our website, [www.roundrocktexas.gov/summerreading](http://www.roundrocktexas.gov/summerreading).*)

The Round Rock Public Library's nine-week Summer Reading Program begins June 4. We hope you'll consider partnering with us.

### We are looking for:

- ❖ **Prize-like incentives (coupons, freebies, etc.)**
  - ✓ We'll give these to readers who complete various goals in the program.
  - ✓ Feel free to structure incentives in ways that draw readers to your business, or to add your name to pens, balloons, or other gifts.
- ❖ **One-time cash donations**
  - ✓ Put books and age-appropriate prizes into kids' hands;
  - ✓ Bring free, high-quality, educational performances to the library.

### What's in it for you?

#### A smarter city

Numerous studies demonstrate long-term achievement gaps between students who read over the summer and those who do not. As few as 4-5 summertime books can make a huge difference for middle grade readers.

#### Kids engaged in safe, constructive activities

Parents cite difficulties in finding quality, affordable, and available activities for children during the summer. Be part of the solution—the library offers free, productive programs in-house, and a variety of materials to enjoy at home on long summer days.

#### Publicity for your organization

The 2011 children's Summer Reading Program drew more than 2,000 registered readers and 11,000 visitors to our events. The teen program drew 375 registered readers and 400 visitors to special events. We recognize our sponsors through posters and other materials, as well as on our website, our blogs, and on Facebook and Twitter.

#### Tax deductions

Donations are made through The Friends of the Round Rock Public Library, which is a 501(c)(3) charitable organization; contributions are tax deductible to the extent permitted by law.

### Curious? Committed? I'd love to hear from you.

Andrea Warkentin, *Youth Services Librarian*

[awarkentin@roundrocktexas.gov](mailto:awarkentin@roundrocktexas.gov)

512.218.7011

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